Lands of Opportunity: Building Rural Connectivity

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CGB
Consumer & Governmental Affairs Bureau

FCC

Outreach Initiatives for Target Regions

✓ Embark on a targeted outreach campaign to inform and educate consumers about the availability of Federal Lifeline and LinkUp support.

✓ Expand scope of outreach to include participation in regional workshops, conferences and events.

✓ Partner with other federal, state, and local agencies.

✓ Outreach goals include:
  – Analyze and evaluate the region's specific telecommunications needs and goals.
  – Demonstrate the federal government's commitment to bringing telecommunication services to Rural America.

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Targeted Outreach:

Goal:

Ensure that all Americans living in rural areas have access to affordable and quality telecommunications services.

- ✓ **Alaska Native Villages**
- ✓ **The Appalachian Region**
- ✓ **The Delta Region**
- ✓ **Indian Country**

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Rural Outreach Activities

Kiana

Selawik

Kotzebue

Emmonak

Holy Cross

Akiak

Bethel

Anchorage

FCC Outreach Visit to Alaska Native Villages

Rural Outreach Activities

FCC Outreach Team visits the Arliqac School in the Native Village of Akiak, 29 miles upstream from Bethel.
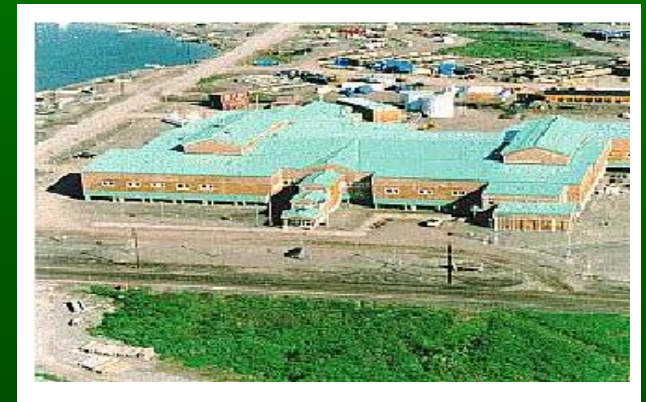
- Broadband technologies and E-Rate programs enable Alaska schools to:
  - Access the Internet;
  - Facilitate videoconferencing in the School District;
  - Augment existing curriculum; and
  - Preserve Native language and culture through the development of innovative computer applications.

Rural Outreach Activities

- Rural Health Care Program funding:

  - Satellite technologies connect health clinics in remote communities with centrally-located specialists that are able to diagnose medical problems and devise treatment regimens to be implemented by clinic personnel.

  - Alaska's first live surgery "by means of videoconferencing" was performed in June 2003.

Yukon-Kuskokwim Health Corporation provides state-of-the-art health care services in Bethel, Alaska, and operates 48 Village Clinics in the Y-K Delta.

Maniilaq Health Center, located 26 miles above the Arctic Circle, in Kotzebue, Alaska, site of Alaska's first live surgery "by means of videoconferencing."
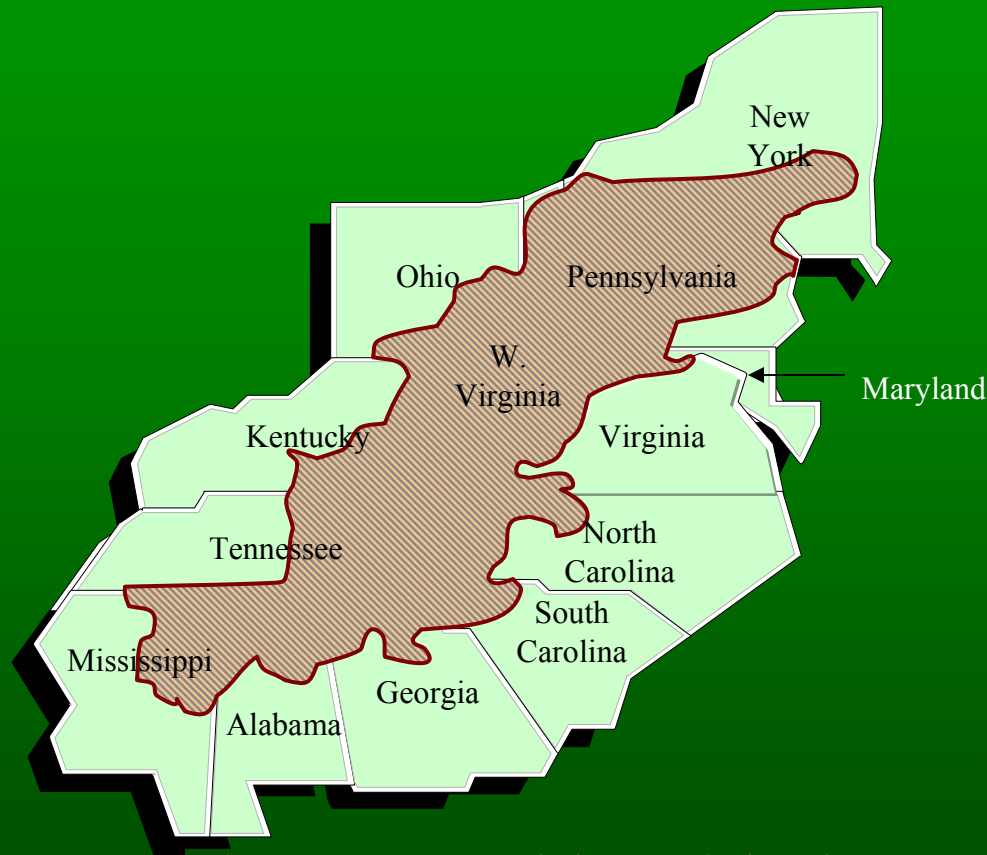
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Commissioner Abernathy's visit to Kiana, Alaska

Telemedicine demo

- Rural Health Care Program funding:

  - These programs are being used to better the economic and cultural welfare.

Rural Outreach Activities

New York

Ohio

Pennsylvania

W. Virginia

Maryland

Kentucky

Virginia

Tennessee

North Carolina

South Carolina

Mississippi

Georgia

Alabama

Formed strategic partnership with the Appalachian Regional Commission (ARC).

Rural Outreach Activities

FCC and ARC representatives see cutting-edge telemedicine demonstration at the University of Virginia Medical Center.

- Grassroots outreach on Lifeline/Link-Up, broadband, and other advanced services.

- Participated in conferences and symposiums.

- Explored the potential of specific technologies to promote economic development, public safety, and well-being.

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Rural Outreach Activities

Appalachian Regional Commission Co-chair Ann Pope; Digital Crossing Representative Federal Communications Commission Chairman Michael Powell; Tennessee Regulatory Authority Chairman Debi Tate; and Rural Utilities Service Hilda Gaye Legg.

Held two-day program in Tennessee highlighting:

– Telemedicine;

– Homeland Security; and

– Policies promoting advanced services.
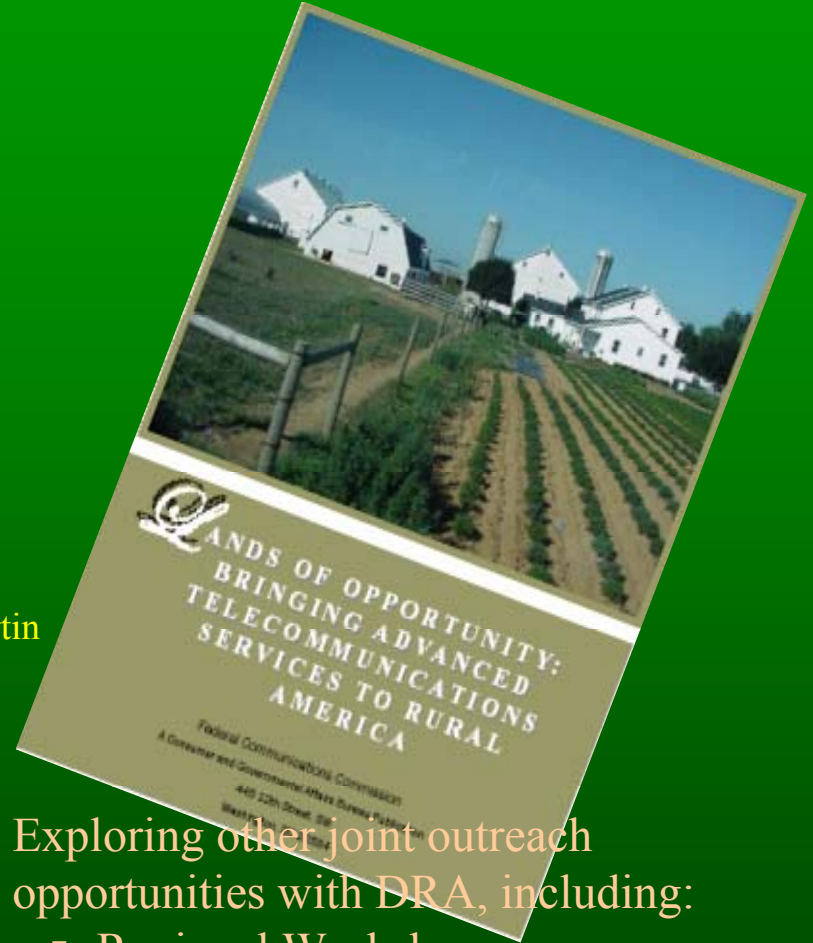
Rural Outreach Activities

Developing partnership with Delta Regional Authority (DRA), modeled on successful partnership with ARC.

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Rural Outreach Activities

Marty Dougherty, Chairman Powell, and Commissioner Martin visit Roadstar's transmitter site at a barn in the Blue Ridge Mountains of Loudoun County, VA.

- Launching direct outreach campaign to nearly 2,000 DRA local leaders addressing:
  - Lifeline and Link-Up;
  - Rural Health Care program; and
  - Broadband applications.

- Exploring other joint outreach opportunities with DRA, including:
  - Regional Workshops;
  - Public forums; and
  - Public awareness/media campaign.

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Rural Outreach Activities

FCC Chairman Powell and United South and Eastern Tribes President Keller George sign historic Memorandum of Understanding on historic preservation issues.

- Strengthened our trust relationship with the Nations of Indian Country.

  - Added new Tribal voices to those formally advising the Commission on our Intergovernmental and Consumer Advisory Committees.

  - Solidified old friendships, established new partnerships, and focused on new issues and areas in Indian Country.

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Rural Outreach Activities
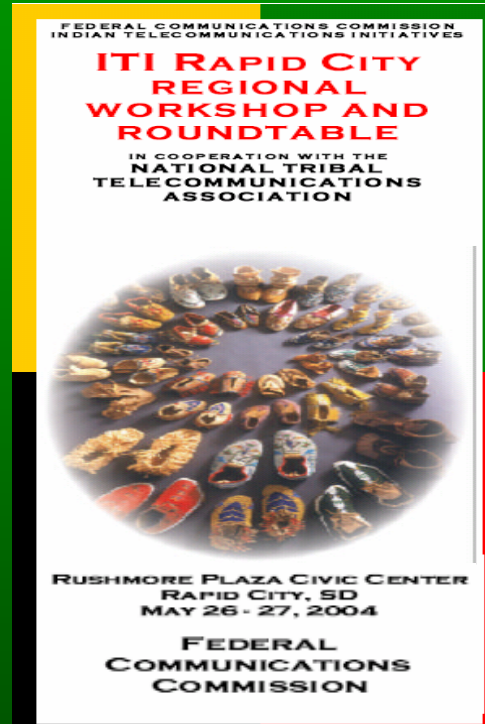
Indian Country

- **Furthered tribal understanding of telecommunications through multiple tribal visits.**

- **Hosted the leadership of tribes individually at FCC headquarters and collectively at the Second Annual FCC-National Congress of American Indians meeting.**

- **Presented at Tribal conferences and meetings.**
  - **Three yearly National Congress of American Indians Sessions**
  - **50th Annual Session of the Affiliated Tribes of Northwest Indians**
  - **United South and Eastern Tribes Mid-Year Conference**
  - **National Center for American Indians Enterprise Development "RES 2004" Summit**
  - **National Indian Business Association 11th Annual Conference**
  - **Navajo Nation IT Summit**
  - **Inaugural Sacred Lands Tribal-Federal Consultation Workshop**

Rural Outreach Activities

Commissioner Adelstein delivers keynote at ITI Rapid City

FEDERAL COMMUNICATIONS COMMISSION
INDIAN TELECOMMUNICATIONS INITIATIVES

ITI RAPID CITY REGIONAL WORKSHOP AND ROUNDTABLE

IN COOPERATION WITH THE
NATIONAL TRIBAL TELECOMMUNICATIONS ASSOCIATION

RUSHMORE PLAZA CIVIC CENTER
RAPID CITY, SD
MAY 26 - 27, 2004

FEDERAL COMMUNICATIONS COMMISSION

CGB, Deputy Bureau Chief Kris Monteith and Geoffrey Blackwell at Tribal radio station, KLND-FM

- Hosted the second ITI Regional Workshop and Roundtable in Rapid City, SD.

- Held Consumer Forum on Standing Rock Reservation

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Rural Outreach Activities

Awarded the National Congress of American Indians' 2004 Leadership Award on behalf of the FCC

CGB Chief Snowden pictured with Jacqueline Johnson, Executive Director, NCAI, and NCAI President Tex Hall

Indian Country

Tribal Homepage

Search:

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Tribal Homepage

New Tribal Telecom Outreach Newsletter, Spring 2004 (Letter)

FCC Policy Statement

Financial Assistance

Map - ITI Activities

Releases Archive

Tribal Lands & Auctions

Tower and Antenna Siting

Advisory: New Eligibility Rules for Lifeline and Link-Up Support on Tribal

Welcome to the FCC's Tribal Homepage

A resource for tribal governments, organizations and consumers in expanding telecommunications services in Indian Country.

The Federal Communications Commission (FCC) recognizes that the telecommunications penetration rate on many tribal lands falls far below the national average. We have taken a series of steps, through regulatory action, consumer information and tribal outreach, to address the lack of telecommunications deployment and subscribership throughout Indian Country. Our

Indian Telecommunications Initiatives

ITI Rapid City Regional Workshop and Roundtable May 26-27, 2004 Rushmore Plaza Civic Center Rapid City, South Dakota

- ITI Rapid City Brochure: Web Version | Print Version
- News Release 5/21/2004
- News Release 5/12/2004
- Public Notice 4/8/2004

The FCC has announced the Indian Telecommunications Initiatives (ITI), a series of interactive workshops among tribes, government agencies and industry addressing

Rural Outreach Activities

FCC Chairman Powell and USDA RUS Administrator Legg presenting Rural Development grant to Smoky Hill Public TV, Lawrence, Kansas.

Panelists discuss developing tribal telecommunications services at ITI Rapid City Workshop.

- Kansas:
  - Partnered with Kansas state leadership to bring stakeholders together to discuss broadband services and examine policies to encourage deployment to rural communities.

- South Dakota:
  - Visited with Upper Midwest Aerospace Consortium;
  - In cooperation with South Dakota state leadership, hosted Wireless Internet Service Provider (WISP) forum; and
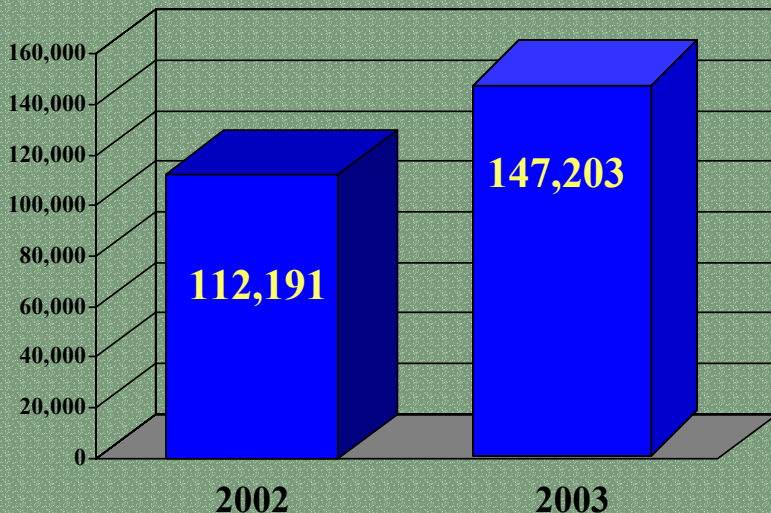 - Co-hosted consumer forum with the South Dakota PUC.

Rural Outreach Activities

Establish senior bureau points of contact:

- **Serve as the bureaus' central point of contact for outside parties.**
  - Douglas Webbink, International Bureau
  - John Branscome, Wireless Telecommunications Bureau
  - Narda Jones, Wireline Competition Bureau
  - Bruce Romano, Office of Engineering and Technology
  - Tom Horan, Media Bureau
  - Sue McNeil, Consumer & Governmental Affairs Bureau

Measuring Success

Increased subscribers receiving Tribal Lifeline assistance

- Number of subscribers in Tribal areas receiving Lifeline assistance in 2003 up by over 30% from the previous year.

- Increase of nearly $1.5 million in Universal Service high-cost support to tribally owned telecommunications carriers in 2003 and an additional 2.5 million in 2004.

- Greater attendance at out ITI Regional Workshop and Roundtable, as well as other outreach events.

- More requests for consultation and participation from consumers and governmental agencies at all levels.

- Hits on centralized Rural web page increased dramatically from less than 100 monthly to 7,000 monthly on average.

Source: Universal Service Administrative Company quarterly filings to the FCC.

Lessons Learned

- ✓ Broadband services provide the opportunity to significantly improve quality of life.
  - ✓ Economic Development
  - ✓ Security
  - ✓ Healthcare
  - ✓ Entertainment

- ✓ Must understand the needs, culture, and objectives of key stakeholders.

- ✓ Partnership among key stakeholders is critical to successful deployment of telecom services.

- ✓ Success requires commitment and leadership.

Future Actions

- **Conduct a series of Regional Rural Workshops on Universal Service.**

- **Establish partnerships with sister Federal Agencies to enhance collaboration.**

- **Partner with Rural Development Councils to provide Economic Development through Broadband deployment.**

- **Increase awareness of Lifeline/LinkUp to eligible participants.**

- **Maintain and enhance partnerships with ARC, DRA, and other state, local, and tribal agencies, as well as other federal agencies.**

- **Enhance face-to-face outreach efforts.**

- **Establish mass distribution efforts via video, radio news releases, satellite media tours, and other similar activities.**

Telecommunications Service for Rural America

FCC > CGB > Service for Rural America   FCC site map

Search:
[   ] Go

Help - Advanced

Factsheets

Data Collection

Related Sites

Related Documents

Rural Pages Home

Telecommunications Service in Rural America

The FCC has taken numerous actions to ensure that consumers in rural areas have access to basic telecommunication services and to encourage the deployment of advanced telecommunication services to rural communities. Documents related to this effort are listed below.

Conclusion

- **Outreach confirms that deployment of basic and advanced telecom services is critical to continued economic health and growth of the Nation.**

- **Continue to work to ensure that the benefits of broadband technologies are realized throughout rural America.**

- **Work to facilitate the deployment of the broadband infrastructure necessary for a connected society that provides more:**
  - **Choice;**
  - **Value; and**
  - **Opportunities.**